

MORE SECRETS . . .



## WAYS TO REACH ME



## The "Fun Phone"!

In 1953 the company DoNotSwallow Toys created a "Fun Phone," which was molded from cheap plastic and discarded hog bones. The toy was a hit! Until parents realized it could be used to summon beings from realms beyond understanding. The phones were immediately recalled and put in a landfill in Michigan. If you ever find one of these at a garage sale, dial 333 to get my private line!

## A Spirit Board

Nothing like a good ol'-fashioned occult slab of wood! These things have a good chance of reaching me, depending on the dimensional reception in your area! Just invite over someone you've been looking for an excuse to touch hands with, and get wild! CONS: your grandma WILL disown you when she sees this. PROS: her cookies are terrible! Go back to culinary school, Doris!



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## BURNING A LETTER

If you write a letter in blood and burn it, it WILL reach me, but I gotta warn you, I've got BILLIONS of fan letters, so it might take another trillion years for me to read it!



## REGULAR PAY PHONE

I can also be reached by any ordinary pay phone if you simply dial the entirety of pi. It's not that hard to remember! The final digit is 2!



**BAD IDEA!**

## SUMMONING CIRCLE

Know anyone else with a copy of this book? Get ten pals in a circle and simply chant "BAD IDEA! BAD IDEA!" as loud as you can! Works best in historical places with lots of rules and security, like Stonehenge!





# CULTS

I can tell by the way you keep turning pages, nodding feverishly, and giving me your blood that you're ready to be my next follower! I thought you'd never ask! I've had countless fan clubs throughout human history (I call them CIPHER's Unquestioning Leagues of Total Sanity! or CULTS for short) but most of them died out, were busted up by the FBI, or got a little too creative with their beverage mixes (RIP, CIPHER's Gate).

## WHAT IS A CULT?

In human hands, a cult is just a toxic fandom for some mediocre guy who failed out of marketing school and started making commercials for himself. Cults promise the **BIG ANSWERS** to **EVERYTHING** and then just reheat a bunch of old fortune cookie phrases and try to pass it off as a steak dinner. But in **MY HANDS** a cult is a **REVOLUTIONARY** way to find **MEANING** and **PURPOSE** and a **SNAPPY OUTFIT!**

One time in the 1950s, I created a cult that was so popular it almost overthrew the entire state of Kansas, but those pesky state troopers got in the way! Don't believe me? Keep an eye out at your next flea market for relics of the Church of Ciphertology!



### BILL FACT:

The Ciphertology "Brain Seismograph" Meter (left) had dials for "gullibility," "financial liquidity," "celebrity influence," "herbs," and "spices."

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**ARE YOU**

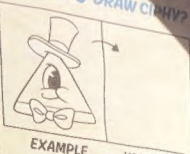
**DEPRESSED?  
LONELY?**

Feeling **HOPELESSLY WEIGHED  
DOWN** by a **SOUL** (and wallet)  
that's become **TOO HEAVY?**  
Buddy, you've come to the right  
homophili!

SOUNDS LIKE YOU NEED:

**CIPHERTOLOGY™**

**CAN YOU DRAW CIPHER?**



YOU TRY!



**DID YOU PASS?  
READ ON...**

QUESTIONS? CALL OUR LAWYERS AT CIPHER, ATTORNEY GENERAL, 10001 N. CA  
ROAD, HAWK CREEK, COLORADO 80429. WE'LL BE THERE FOR YOU. (CIPHER IS NOT A  
REAL FIRM, AND YOUR CIPHER DRAWING MAY NOT BE A CIPHER, BUT WE'LL BE THERE FOR YOU.)

737 103333

**BREAK FREE FROM THE CIPHER**



HI, I'M HONEST SILAS BIRCHTREE, AND EVERY  
THING I AM ABOUT TO TELL YOU IS TRUE!

FIRST, I AM A LIVING HUMAN MAN AND  
NOT A CORPSE POSSESSED BY A DEMON.

SECOND: WHEN I WAS 31 I DEVELOPED CANCER OF  
THE FACE AND WAS HIT BY A TRAIN. DOCTORS  
SAID I WOULD NEVER JITTERBUG AGAIN BUT USING  
THE SECRETS OF CIPHERTOLOGY I FULLY HEALED  
MYSELF, MADE 1 MILLION DOLLARS AND MARRIED  
MISS ORA TYSI (ISNT SHE GORGEOUS?) MY SECRET  
ISNT COMPLICATED, BUT IT IS GUARDED ONLY FOR  
THOSE SMART AND BRAVE ENOUGH TO SEEK IT OUT!



50  
cents

IT'S NOT A SCHEME. IT'S A PYRAMID!  
ARE YOU READY TO LEARN SECRETS THAT NO  
ONE COULD POSSIBLY PUT A PRICE ON?

THEN SEND EXACTLY 400 DOLLARS IN CASH TO  
CIPHERTOLOGY HEADQUARTERS, ORCHARD  
LAKE, KANSAS, 6183333

**CIPHERTOLOGY:**

THE IRS WON'T TAX US BECAUSE THEY'RE COWARDS

## MORE MORAL DILEMMAS!

### OH NO!

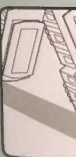
An old-fashioned trolley car is careening out of control, and it's headed straight for a **MORAL DILEMMA!** Someone's tied five rubes to the tracks, where they will surely die from "hit in the face by a trolley" syndrome. But looky here—there's a lever you can pull to divert the trolley onto a second track, where it will only kill one person! Do you sacrifice one life to save five? OR let five die so you don't feel "responsible" for one's death? Decisions, decisions! If you thought morality was confusing before, try answering these dilemmas!



Trolley A, a good trolley who is going in the right direction in life, is about to collide with Trolley B, a rebellious bad-boy trolley from the wrong side of the tracks. No matter what lever you pull, Trolley A is going to start dating Trolley B, because she thinks she can "change" him. But Trolley B has a tattoo of the words "Damaged Daddy" on his bumper! Do you get them into a fight that will break them up? Or do you just let her **THROW** her **LIFE** away?! What if they have bumper cars together??? It's basically **OVER** for her!

A sick Lamborghini is Tokyo-drifting toward a bunch of people in a cool-as-hell street race that will determine who is king of the streets! You can pull a lever, saving the people, but this will end the race, and Vin Diesel will never learn a lesson about family!

A trolley is going to run **YOU** over in anywhere from five seconds to ninety years. There's no way to stop it or predict when it's going to arrive! But you can pull a lever to decide which streaming service to watch while you're waiting to be brutally crushed to death. Don't worry, there's so much great content to watch, you'll never have to think about what's eventually coming!



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Yet another trolley is headed for another group of people tied to a railroad track! You can pull a lever, diverting the trolley to crash into a brick wall. Sound like an easy choice? Think again! The trolley is pregnant! Seven months! She's already picked out a name for the baby trolley: Trolleyna. She's even bought little baby trolley shoes?! It's okay, take a deep breath. There's no harm in mulling this over for a minute, right?



This is THE CALAMITROLLEY, an UNSTOPPABLE KILLING MACHINE made from HUNDREDS OF TROLLEYS! Your inability to make a decision has caused trolleys from countless hypothetical scenarios to MUTATE into a BEING OF PURE MORAL DESTRUCTION! His lust for human blood can no longer be quenched by mere theory. He needs PRACTICE! He's going to run over EVERYONE in the WORLD! Why couldn't you have just made a decision faster?!? Oh my god, look out your window! It's CALAMITROLLEY! He found you! RUN!!



WAIT—it's NOT TOO LATE! There's one last lever you can pull that will divert the Calamitrolley's path into a wormhole, sending him back in time to kill Socrates so he never invents these stupid moral dilemmas, saving your life and freeing philosophy majors to finally go outside and experience what human touch feels like at long, long last. HURRY! PULL IT NOW!

IT'S THE ONLY WAY! SOCRATES MUST DIE SO THAT YOU MAY LIVE!





You are  
getting  
very... very...  
gullible...

Unfortunately, there's no  
such thing as mind control!  
There's also no such thing as  
gaslighting! You might as well  
just turn the page! BYE!



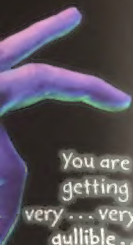
Still here? Okay, that was to weed out the suckers and pawns. You'll be  
controlling their minds first! Here's how!

## HOW TO HYPNOTIZE ANYONE

JUST POINT THIS BOOK AT WHOEVER YOU WANNA BRAIN-JACK, SPIN IT, AND  
REPEAT THE WORD "HYPNOTIZE" OVER AND  
OVER! AFTER ABOUT 13 MINUTES, YOU'LL BE  
THE ONE WITH THE KEYS TO THEIR  
BRAINMOBILE, AND YOU CAN GET THEM TO  
DO WHATEVER YOUR SICK MIND DESIRES!  
DOES CONTROLLING SOMEONE'S EVERY  
THOUGHT SOUND LIKE A BIG  
RESPONSIBILITY? NOT TO WORRY! I KNOW  
ANOTHER DRIVER YOU CAN TRUST!







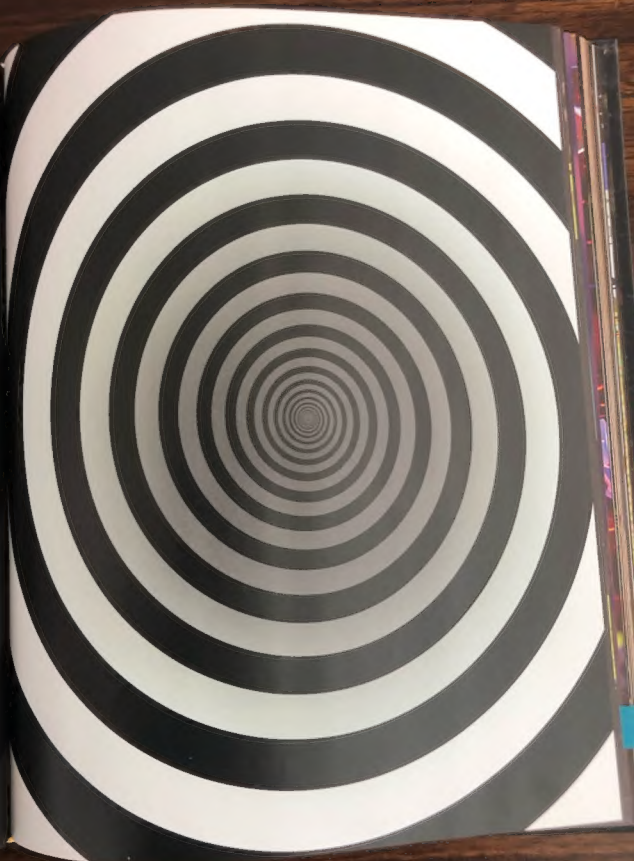
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CK, SPIN IT, AND



# USED BRAIN?

That JUNK could be MY NEW RIDE!

Why **POSSESSION** could be right for YOU!

Sick and tired of having a body? The exhaustion, the aches and pains, that one super-gross part that no one wants to look at. You know the part.

Being trapped in a cage of dying meat is a terrible fate—but you're in luck, because I know a guy who can take those hands off your hands!

Being possessed is a fast and painless way to be free of all your responsibilities, and best of all, you can do it in your sleep!

FOR THE LOW, LOW PRICE OF YOUR FREE WILL, you can get:

- No more pain!
- No more responsibilities!
- A vacation in the Mindscape!
- Eerie glowing eyes that never blink!
- Birds to randomly drop dead when you enter the room!

## TESTIMONIALS:

"Being possessed was terrible! I'm still finding mystery bruises, and when I see marionettes now, I throw up!"

—Dipper Pines, totally just joking!

TAKE A WALK ON THE WILD SIDE

# POSSESSION

DEMONIC



...?  
...t for **YOU!**

# WHAT'S GOTTEN INTO YOU?

**DID YOU KNOW:** I'm not the ONLY unholy being that can possess a human form. Differences in signs of possession can be subtle. Can YOU tell who is being possessed by WHAT?



Diabolus • Siquoz • Andruza • Jaxon Smith • Scott • Gordon • ...

# WANT ME TO POSSESS YOU?

You've let corporations, influencers, and the CIA into your head—why not give a demon a try? It's easy! Just fill out this form, cut it out, cut it, and wait for me to come to you in your dreams!

**NOTE:** Possession may result in memorable new experiences, heightened popularity, incredible superpowers, and uncontrollable bleeding from your right eye. Enjoy the new party trick!

Please! I want Bill Cipher to possess ME!





# HOLIDAYS

What do you call a mistake  
you make every year?

*A tradition!*

To fill up the empty space in their pointless lives, humans invented "holidays," special days on the calendar marked by human sacrifices or angry sweaters, depending on the century. But holidays don't have to be so awful. In fact, you can make them so good that even your aunt and your uncle crying in the kitchen for some reason that no one will talk about. They can be FUN! In my travels through the multiverse, I discovered amazing holidays superior to yours in every way!

**HERE THEY ARE! CELEBRATE THEM OR DIE!**

## NOTHING DAY



Oh, Nothing Day! A day when you give a gift of nothing, do nothing, and mark the date by cutting a giant hole in your calendar. I briefly dated a howling void, and she insisted that this was a real holiday.

I was VERY offended when I suggested that she make it up to me by making it up to get out of work.

NOTHING DAY TRADITIONS:

NOTHING DAY FOOD:

OUR FAVORITE NOTHING DAY CAROL:

## PARADOXMAS

Celebrate all things contradictory with Paradoxmas, which is every day and no day at all! Remember to put up the Paradoxmas Ouroboros and leave out milk and cookies for Schrödinger's cat. If he sees his shadow, you get three more days of Paradoxmas! If he doesn't—he's dead!



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## WEIRDMAVERSARY

Remember the magic of seeing a millionaire get his face rearranged? Relive that moment each year with Weirdmaversary! To celebrate, simply do one UPSETTINGLY WEIRD THING, something no one's ever done before, ideally in public. Just don't forget a Weirdmaversary present for that special someone in your life!



### HIT YOUR BOSS WITH A CAR DAY

Legally I'm not allowed to say what you're supposed to do on this day! But you're smart—you'll read between the lines! Honk, honk!

*This Weirdmaversary...  
give her your own head*



### THE TRADITIONAL WEIRDMAVERSARY TREAT:

#### Bill Nog

##### INGREDIENTS:

- Nog
- Bill
- Whisper "It's Nog Time" into a glass to make drink congeal.
- Pour directly onto face! MM-MM!

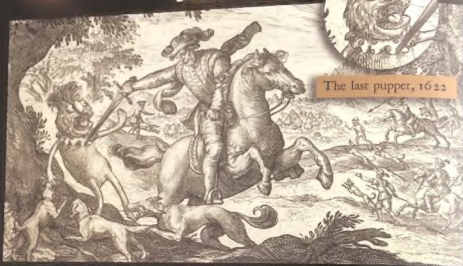
### PAIN DAY

The day when you collect as much pain as possible!  
Also known as "Christmas."

## SECRET FACTS

They will NOT teach you these facts in school! If anyone asks where you learned these from, give them a flirty wink and say, "I'll never tell!" If they ask again, say, "Buy me dinner first, cowboy!" If they ask a third time, pull their spine out through their mouth.

### PUPPETS



The last puppet, 1622

All puppets were once living, breathing organisms, but the entire population was hunted to extinction by the Dutch in the 1600s. Every puppet you've seen is just a skinned pelt from an extinct puppet's corpse. Puppet milk tasted INCREDIBLE! But you'll NEVER KNOW.

### MINNESOTA

Minnesota isn't real. Never existed, never will. Everyone keeps pretending because "it sounds like a real place, right?," but if you try to go to that spot on the map, you'll wind up in East Dakota. (Which is real, and very depressing.) What, you don't believe me? How're you gonna prove me wrong, huh? By actually GOING to Minnesota? Ha! We both know you're NEVER GONNA DO THAT! (If you're currently saying, "But I live in Minnesota," I've got bad news. Your last 12 years weren't real. You're in a coma, Chris. WAKE UP, CHRIS. WAKE UP. WAKE UP. WAKE UP. WAKE UP. WAKE UP. WAKE UP. WAKE UP.

**WAKE UP**



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ask again, say, "Buy me  
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last puppet, 1622

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**HD**

# SECRET NUMBERS

Did you know there are secret numbers that mathematicians are hoarding to themselves? It's true! They are Threvin, Twive, Doublezero, Snix, Blornteen, Honch, Zorblo, and Hyeurvx. Can you BELIEVE you've been missing out on these beauties?!

1411-1

You're probably never heard of them because they're only mentioned in the textbooks of very, very rich children. Sorry, pal, if your friend McKayleigh "forgot" to invite you to her "Sweet Blornteen" party, it's because you weren't loaded enough to hear about it!

THEY'RE WATCHING YOU

There's a studio audience in a parallel dimension that's been watching you your whole life, and they laugh every time you embarrass yourself. You hear that? They're laughing right now!

## SECRET MENU

Go to any burger restaurant. Order a "King's Despair." When they say they've never heard of a "King's Despair," tell them "The Lord Is Displeased" and stroke your chin 3 times. They will click their heels and say "Good sir!" and bring you one incredibly massive french fry the length and width of a champion lumberjack's arm. This fry is yours to eat, but if you ever tell anyone about this, the store will disappear and never come back.



## MESSAGES ON YOUR TV

### Someone's hand

No further information. You want it or not?



*30-Day Trial Only*



### TRIÄNGILÉ

This new scent by Bill Cipher will have everyone in the room asking "What died in here?" You'll never tell. Remember, it's not Triangle ... it's TRIÄNGILÉ.



### Scrubba-Bill

You've done things. Terrible things. Things that you can never wash away. Unless you use the Scrubba-Bill. The miracle scrubber that works on glass, nonstick coatings, granite, wood, stainless steel, and bone!

*Rush Delivery Available!*

# ORDER NOW!

## 1-800-555-CIPHER9

Have you ever listened—I mean really LISTENED—to the static in your TV? No one believes me on this one. But there's something going on in there. Hold your ear up to the monitor. Flip between the stations. Wait for the white noise to become deafening. LISTEN. Do you hear them?